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ACCOUNT ACTIVITY REPORT: Downtown Center Business Improvement District

JULY 2015

TO: Carol Schatz, Suzanne Holley, Henna Sherezai

Public Relations activity performed by Macy + Associates for the Downtown Center Business Improvement District

ACCOUNT STRATEGY

- Provide media relations support to the DCBID'S events.
- Promote the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Promote the DCBID as the catalyst for the continued transformation of downtown Los Angeles into a 24/7 city.
- Continue to promote the content of the DCBID's Annual and Quarterly Reports to local, regional and national media as the source for statistical information on the people who live, work and visit the downtown marketplace.

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PUBLIC RELATIONS

• 9th Annual Dog Day Afternoon Advisory

After distributing the Calendar Alert to local media, websites, and blogs, the approved Media Advisory was distributed and pitched to print/web, broadcast and assignment desks on 7.06 and 7.08 to garner maximum media attendance and coverage. As a result of the outreach, KTTV, KTLA and KABC, Hollywood Chinese TV and KVEA Telemundo (Los Angeles and Hollywood Divisions) attended with camera crews. After the event, Agency forwarded a copy of the Media Advisory to the Hollywood Chinese Press, per Client request.

Attending Media

KTTV

KTLA

KABC

Hollywood Chinese TV

KVEA Telemundo (Los Angeles and Hollywood divisions).

Verified Broadcast Coverage

KTTV-TV: Fox 11 Ten O'clock News

KTLA-TV: KTLA 5 News at 10

Web / Print:

Los Angeles Downtown News



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Mommy Nearest – 10 Things to do in LA this July
LAist – 21 Of Our Favorite Events in Los Angeles This Week
We Like LA
93.1 Jack FM – 20 Can't Miss Summer Events in Los Angeles

Event Calendars:

KABC 7 Events Calendar	Downtown Los Angeles Localista
SPCALA	Magazine
Yelp LA	LA Parent
Eventful	HeyEvent
Event Crazy	DTLA Rendezvous
Social N LA	Fido Universe
Jewish Journal	WHERENT
Mommy Poppins	Red Tricycle
Los Angeles Downtown News	My Town Square
Events.org	LA.com Events

Status: Complete.

• **Dog Day Afternoon Prep & Messaging**

Per Client request, Agency prepared and presented Dog Day Afternoon and DCBID Messaging for Nick's review and preparation prior to the Event. Agency coordinated and hosted a conference call on 7.08 to review messaging document, answer any questions, and prepare Nick for the event.

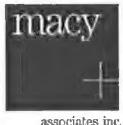
Further, Agency recommended having Gennia and Scott shoot the event for DCBID website and archives. With Scott unavailable, Agency recommended securing B-Roll of the event from Hal Bastian's crew. Client reached out to Hal and secured footage of the event.

Status: Complete

• **GET URBAN June Tour Press Release**

After distributing to targeted local and trade media. Agency received an inquiry on 6.26 from the editor at DTLA Life Magazine expressing interest to Agency on receiving a quote from Carol on GET URBAN in addition to imagery from past tours to include in the publication's 10-year anniversary issue. After relaying request to Client, it was requested that Agency draft a quote and send to Client for review prior to submitting to the editor. Agency drafted quote and sent to Client for review on 6.30. Agency received approval on 6.30 and immediately forwarded to editor. The DTLA Life feature on Get Urban published in the magazine's July Issue.

On 6.30, Agency received an inquiry from reporter at the Los Angeles Business Journal who expressed interest in featuring 'GET URBAN' in their new bi-weekly column focusing specifically on news and events in DTLA. With Carol out sick and reporter on deadline, Agency was able to secure questioning via email and forwarded to Client on 6.30. On 7.01, Client provided Agency with the written response and Agency immediately sent to LABJ reporter upon receiving. The GET URBAN feature published on 7.06.



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Media Coverage

DTLA Life	7.01.15
Los Angeles Business Journal	7.06.15

Status: Complete.

- **Summer in the City Press Release**

Upon receiving information on the 'Summer in the City' campaign, Agency drafted a press release and sent to Client for review on 7.16. Being that the campaign was already underway, Agency sent a follow up to Client on 7.29 inquiring on the approval status of the release. Client gave approval on 7.30 and Agency immediately began distribution. Also on 7.30, Agency received interest from DTLA Life Magazine, who will include the initiative in their August Issue.

Status: Ongoing. Agency to continue pitching and monitoring for publishing of DTLA Life.

- **Nick Griffin Bio**

On 7.20, Client requested that Agency draft a bio for Nick Griffin for immediate use at the ground breaking event for Circa.. Agency drafted the bio and sent to Client for review and approval on 7.21. The bio received Client approval and sign off the same day. Agency forwarded approved Bio and Headshot on 7.21 to marketing firm handling the ground breaking event for Circa.

Status: Complete.

- **Interview Request: Real Estate Forum**

On 7.20, the Los Angeles reporter at GlobeSt. / Real Estate Forum contacted Agency in regards to a large story they are doing on the Development in Downtown L.A. and requested to interview Client to supplement the feature. Agency reached out to Client to determine interest and secure schedule for interview. On 7.21, Client informed Agency that Carol was out sick and not available for an interview until her return on 7.24. Due to Client being out until 7.29 and the reporter's deadline for the piece, Client did not move forward with participating.

Status: Complete.

- **LA Tourism and Convention Board Request**

On 7.24, Client forwarded Agency their recent correspondence with the Los Angeles Tourism and Convention Board requested their insight on the information they had regarding the development in Downtown. Per Client request, Agency reviewed and forwarded the document to Client for input and approval on 7.24. Agency followed up with Client on 7.30 to determine if the document was ready to be sent to the board. Agency sent an additional follow up on 7.31 and received Client input to be included in the piece. However, Client and Agency received follow up request from Board on 7.31 outlining the need for a story on downtown construction and not the original provided. Agency recommended and received



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Client approval to forward the Q2 Market Report to Board upon its approval for their redrafting of their story. As of 7.31, pending Q2 Market Report Approval.

Status: Ongoing. Agency to forward final Q2 Market Report upon Approval.

- Q2 2015 Market Report Press Release

On 7.29, Client sent over the approved Q2 Market report in addition to notes regarding the key findings in the reporter for Agency to begin drafting press release. Agency informed Client on 7.30 that the team had begun reviewing the notes and report prior to writing the press release. On 7.31, Client informed Agency that the report itself had not been approved for distribution, but was O.K. for Agency to reference. Agency currently drafting the Q2 2015 Market Report press release and will send to Client for review and approval upon completion.

Status: Ongoing. Agency currently drafting press release and will submit to Client for approval upon completion.

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- Q1 2015 Market Report Press Release

Following the completion and distribution of the DCBID Q1 2015 Market Report, Agency received interest from the Los Angeles reporter at GlobeSt. on 7.01, who requested additional commentary from Client to supplement the feature. Being that C. Schatz was not available for a phone interview, the opportunity was given to N. Griffin. Agency coordinated a phone interview between N. Griffin and reporter for 7.02 and secure preliminary questioning prior to the interview. Following the 7.02 interview, the feature ran in the 7.07 edition of GlobeSt. The Q1 Market Report was again referenced in another GlobeSt. article on 7.15.

Media Coverage

GlobeSt Los Angeles
GlobeSt Los Angeles

7.07.15

7.15.15



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- **Beacon Study**
Agency currently remains on standby for further Client direction on use/promotion of the

Status: Ongoing. Pending further Client feedback and direction.

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Status: Complete.

MEETINGS/CALLS/EVENTS

- JUL 02: INTRVW – N. Griffin w/GlobeSt Los Angeles (N. Griffin, K. Borland)

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- JUL 08: CALL – Dog Day Prep/Messaging (N. Griffin, H. Sherzai, K. Macy, J. Halloran, N. Weiner)
- JUL 08: EVNT – Dog Day Afternoon (N. Griffin, S. Holley, H. Sherzai, M. Filson, E. Shore, N. Weiner)
- JUL 09: MTG – Marketing Meeting at M+A (H. Sherzai, K. Macy, J. Halloran, N. Weiner)
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- JUL CORRESPONDENCE – (C. Schatz, [REDACTED] N. Griffin, S. Holley, M. Filson, E. Shore, H. Sherzai)

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NEXT STEPS

- Execute upon the 2015 “pitch calendar” that combines editorial opportunities with key milestones in downtown LA.
- [REDACTED]
- Continue to pitch the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Continue to maximize the visibility and value of the DCBID Market Reports, pitching the BID as THE source for Downtown market information.
- Continue to provide public and media relation’s strategies in support of DCBID Events.
- Review and secure editorial calendar opportunities for upcoming stories on downtown Los Angles that are aligned with our media strategy goals.
- Research and secure targeted speaking opportunities that are aligned with our media strategy goals.
- Assist in the efforts to promote the ‘GET URBAN’ Creative and Tech Office Initiative.

ONGOING MONTHLY ACTIVITIES

- Research
- Clip Tracking
- Account Service
- Client Communication
- Account Report